

Madiha Hassan

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SUMMARY OF EXPERIENCE / QUALIFICATION

- **Over 7 years of experience in providing marketing consultancy to multiple Businesses** such as Microsoft, Super Power Motorcycles, Sunridge foods, Essa Lab, Deer Pencil Industries
- **Over 5 years of experience in running a women empowerment program**
- Team attitude and approach with individual commitments
- Master in Mass Communication
- Middle Schooling from Highstown High School, USA

Director Creative & Client Services

December 2013 till Date

Dimensions Communications, Karachi, Pakistan



- ☐ Leading in developing clients' marketing and advertising strategies
- ☐ Liaison with clients at a senior level on a day-to-day basis
- ☐ Developed marketing plans and defends budget recommendations, work goals, measurements to provide both quality and profitable service to Clients.
- ☐ Development and implementation of social media campaigns for clients including engagement tactics, brand awareness, contests, for Facebook, Twitter, LinkedIn and Instagram
- ☐ Dealing with Production Houses, Vendors for Production of TV Commercials

Founder

November 2015 till Date

Pankh by Throttle Sisters, Karachi, Pakistan



- ☐ Trained more than 2000 females to Ride Scooty
- ☐ Inviting media for coverage of training sessions, rally and other activities
- ☐ Motivating more females to come forward and learn and be empowered
- ☐ Coordinating with sponsors, trainers and trainees for seamless trainings
- ☐ Managing a group of female riders in Karachi

**Office Manager (Senior General Manager
MS) Sui Southern Gas Company Limited
Karachi**

April 2009 to May 2010



- ☐ Act as the point of contact between the SGM-MS and SSGC Management / Staff / Ministry
- ☐ Produce reports, presentations and briefs
- ☐ Devise and maintain office filing system
- ☐ Screen and direct phone calls and distribute correspondence
- ☐ Handle requests and queries appropriately
- ☐ Manage diary and schedule meetings and appointments

EDUCATION

Masters of Arts (Mass Communication)
University of Karachi, Karachi, Pakistan

2004-2006

Four Year Diploma in Textile Designing
Karachi School of Arts, Karachi, Pakistan

1999-2004

Bachelors in Arts
P.E.C.H.S Girls College, Karachi, Pakistan

2000-2002

Intermediate, Higher Secondary Education
P.E.C.H.S Girls College, Karachi, Pakistan

1997-1999

Matriculation
Highstown High School, New Jersey, USA

1996-1997

PERSONAL INFORMATION

Marital Status: Married

Date of Birth: July 06, 1981

Nationality: Pakistani